

Program Description/Textbook or Print Instructional Material

Vendor: Thomson Learning/South-Western Web Address: www.swep.com

Title: Fashion Marketing

Author: Oelkers Copyright: 2004

ISBN: 0-538-43564-x Course/Content Area: Vocational and Career Education;
Marketing Program; Fashion Marketing 1

Intended Grade or Level: 9-12 Readability Level: 11.9 (Flesch Kincaid)

List Price: 33.95 Lowest Wholesale Price: 25.00

All materials bid as of July 1, 2003 must be offered in an alternative format for students who require reading accommodations. A description of the levels of accommodation is included on p. 8-9 of this bid packet. The Kentucky Department of Education must receive a copy of the alternative format if the material is placed on the State Multiple List.

Level of Accommodations (Level One, Two or Three) Level Three

If Level Two or Three, please provide rationale for not meeting Level One Compliance It is not financially feasible for our products to meet Level One at this time.

FEATURES

DISCLAIMER: The features of each book or program were developed by the publisher and do not reflect the opinion of the State Review Team, State Textbook Commission, nor of the Kentucky Department of Education.

Content

- Fashion Marketing covers essential marketing topics using the fashion industry as a learning vehicle.
- Discussing issues such as fashion cycle, fashion economics, promoting a fashion image, and technology in fashion marketing, this book will provide professionals with a fresh perspective on how marketing shapes the future of both fashion industry and future career opportunities.
- Review and assessment problems are integrated throughout all chapters for continuous reinforcement
- Careers in fashion marketing are a central theme, located throughout the text, to make students aware of possible job opportunities.
- Lesson content is developed according to national and state standards
- Media enhanced instructional package includes Video, Annotated Instructor's Edition, Instructor's Resource CD, and ExamView Pro Electronic Assessment CD

Student Experiences

- DECA Prep feature provides users with web site information that includes activities that help in preparation for DECA Association Events

Assessment

Fashion Marketing covers the marketing curriculum using the fashion industry as the learning vehicle. Discussing topics such as fashion cycle, fashion economics, promoting a fashion image, and technology in fashion marketing, this text gives a perspective on how marketing shapes the future of the fashion industry and possible career opportunities.

Organization

Chapter 1 The Fashion Industry Chapter 2 The Basics of Fashion Chapter 3 Marketing Fashions Chapter 4 Fashion Economics Chapter 5 The Centers and the Designers Chapter 6 Promoting a Fashion Image Chapter 7 Using Technology in Fashion Marketing Chapter 8 Merchandising and Buying Chapter 9 Data-Driven Decisions Chapter 10 Creating a Fashion Business Chapter 11 Laws, Labor, and Ethics Chapter 12 Fashion Marketing Careers

Resource Materials

Gratis Items To Be Provided And Under What Conditions

Module (0-538-43566-6) Free 1 per teacher

Available Ancillary Materials

RESEARCH DATA AND EVIDENCE OF EFFECTIVENESS

DISCLAIMER: The research data and evidence of effectiveness was provided by the publisher and does not reflect the opinion of the State Review Team, State Textbook Commission, nor the Kentucky Department of Education.

NOTE: Please complete this section by indicating the research data and evidence of effectiveness or give a web site where the information is located. If there is no research data and evidence of effectiveness, please indicate ***“not available”*** in the space.



Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing



Title: Fashion Marketing		Cost: \$25.00	
Publisher: Thomson/South Western			
Item Evaluated: Text and Supplemental Materials			
Copyright Date: 2004		Evaluator: Victoria Rollins	
Content Level: 9-12		Date of Evaluation: 7/29/03	
Level of Alternative Format	Level 1 – Full Compliance	Level 2 – Provisional Compliance	Level 3 – Marginal Compliance
This section completed by Exceptional Children Services			

Overall Strengths and/or Weaknesses

Disclaimer: Comments on the strengths and/or weaknesses of each book, material or program were written by members of the State Textbook/Instructional Materials Review Team and reflect their opinions . They do not reflect the opinions of the State Textbook Commission nor the Kentucky Department of Education. In addition, the State Textbook/ Instructional Materials Review Team completed each evaluation form during the week of July 28-Aug. 1, 2003. In order to maintain the integrity of the of the review team's comments, editing was limited to spelling and punctuation.

Recommendations:
<input checked="" type="checkbox"/> Recommended by reviewers to State Textbook Commission
<input type="checkbox"/> Not recommended by reviewers to State Textbook Commission

Publisher's Explanation of Reviewer's Comments: By action of the State Textbook Commission, publishers are provided limited space, 150 words, to respond to what they may consider factual errors made by the reviewers in the evaluation.



Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing



Title: Fashion Marketing		Publisher: Thomson/South Western	
Technology Management Summary Data:		20 possible points	____20____ points earned
Technology Management Comments: The Exam View CD enables the teacher to quickly create printed tests, Internet tests, and computer (LAN-based) tests and keeps a record of student's performance. The CNN video clips relate to each chapter's content.			
Technology Presentation/Interface Summary Data:		40 possible points	____40____ points earned
Technology Presentation/Interface Comments: Options allow teachers to customize content and appearance for exam purposes. The instructor's resource CD provides worksheets, lesson plans, PowerPoint slides and video discussion guide. Video is upbeat and up-to-date.			
Content Summary Data:		44 possible points	____41____ points earned
Content Comments: Options allow teachers to customize content and appearance for exam purposes. The instructor's resource CD provides worksheets, lesson plans, PowerPoint slides and video discussion guide. Video is upbeat and up-to-date.			
Instruction & Management Summary Data		52 possible points	____52____ points earned
Instruction & Management Comments: Each chapter provides preparation for DECA competitive events. Video activities for each chapter increases learning. Web site provides activities and links for each chapter.			
Organization & Structure Summary Data		36 possible points	____33____ points earned
Organization & Structure Comments: Key terms are highlighted in gold. There are few graphs and charts. Color and format Demands attention.			
Resource Material Summary Data		40 possible points	____37____ points earned
Resource Material Comments: Web site fashion.swlearning.com provides activities and links for each chapter. Teaching strategies for learning styles, intelligences and special needs are found in each chapter.			



Group V - Career /Technical & Vocational/Practical Living

Electronic Instructional Media Review Form

Stand Alone/Independent or Integrated Software for Marketing



Equipment (circle or change fill color)	Grade Level (circle or change fill color)	Audience (circle or change fill color)	Format (circle or change fill color)	Cost _____	
Windows	Primary	Individual	Stand Alone/Independent	____x____ single copy	____ site license
Macintosh	Intermediate	Small Group	Integrated	____ network version	____ school version
CD-ROM	Middle	Large Group	Supplemental	____ lab pack of ____ copies	____ online
DVD	High		In lieu of basal test		
Sound					
Other					

If other, explain

Type of Software: Check all that apply	____ Simulation	____x____ Management	____ Interdisciplinary	____ Problem Solving	____ Tutorial
____ Exploratory	____ Creativity	____ Drill and Practice	____ Critical Thinking	____ Utility	____x____ Other: Teacher's Resource

Rating Scale:	3—Some of the time	1—None of the time
4—All or the time	2—Minimally	0— Not applicable

Management	Rating
Allows customizing for individual learning needs.	4
Allows students to exit and resume at a later time.	4
Keeps a students performance record, where needed.	4
Allows control of various aspects of the software (e.g., turning sound off).	4
Allows for printed reports.	4
Comments: The Exam View CD enables the teacher to quickly create printed tests, Internet tests, and computer (LAN-based) tests and keeps a record of student's performance. The CNN video clips relate to each chapter's content.	Total 20

Presentation/Interface	Rating
Presents material in an organized manner.	4
Has consistent, easy-to-use, on-screen instructions.	4
Has developmentally correct presentation format.	4
Adapts to different learning environments (learning styles/multiple intelligences, etc.)	4
Accessible for special needs students.	4
Runs smoothly, without long delays.	4
Presents easy-to-view text and graphics.	4
Presents easy-to-hear and understand sounds.	4
Avoids unnecessary screens, sounds, and graphics.	4
Provides immediate, appropriate feedback.	4
Comments: Options allow teachers to customize content and appearance for exam purposes. The instructor's resource CD provides worksheets, lesson plans, PowerPoint slides and video discussion guide. Video is upbeat and up-to-date.	Total 40

Content—Marketing	Rating
Career Experiences	3
Employability Skills	3
Teamwork	4
Global Perspective	4
Mathematical Skills	4
Communication	4
Diversity	3
Ethical Practices	4
Academic Integration	4
Real World Application	4
Content Area Concepts Addressed	4
Comments: This module includes Exam View CD, Instructor's Resource CD, video, and annotated Instructor's Edition. Material is up-to-date and content area is covered.	Total 41

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable

Instruction and Assessment	Rating
Identifies a Sense of Purpose	4
Builds on Student Ideals	4
Engages Students	4
Develops Business Ideas	4
Promotes Student Thinking	4
Assesses Student Progress	4
Enhances The Learning Environment	4
Reading level is appropriate for interest and ability level of intended student group; level remains consistent throughout.	4
Commonwealth Accountability Testing System (CATS) “like” Assessment is provided	4
Variety of Assessments (diagnostic, formative, summative, open response, multiple choice, individual, small group, oral, demonstrations, presentations, self and peer performance, portfolio prompts) is included.	4
Includes activities and opportunities for integration of technology.	4
Reflects researched-based practices (e.g. hands-on activities, technology, problem-solving situations)	4
Differentiation techniques and activities suggested.	4
Comments: Each chapter provides preparation for DECA competitive events. Video activities for each chapter increases learning. Web site provides activities and links for each chapter.	Total 52

Rating Scale:	3 – Some potential for learning	1 - Not present
4 – High potential for learning	2 – Little potential for learning	0 – Not applicable

Organization and Structure	Rating
Organization is logical and allows for spiraling of content.	4
Vocabulary and key terms are clearly defined and easily accessible within each lesson.	4
Visual illustrations (e.g. graphs, charts, models) and examples are clearly presented and content-related.	2
Illustrations and language reflect diversity (e.g. racial, ethnic, cultural, age, gender, disabilities).	3
Legible type, length of lines, spacing, and page layout and width of margins contribute to overall appearance and use.	4
Student materials seem durable and conducive to daily use.	4
Includes sufficient glossary, index and appendices.	4
Employs accurate grammar and spelling	4
Organization of material can be effectively used with Standards Based Units, Core Content and Program of Studies.	4
Comments: Key terms are highlighted in gold. There are few graphs and charts. Color and format demands attention.	Total 33

Resource Materials	Rating
Teacher materials coordinate easily with student materials (e.g. additional resources included at point of need, student pages shown, integration of technology indicated)	4
Activities are included that adapt to the various learning styles, intelligences, and interest/ability levels.	4
Extension activities including adaptations and accommodations for students with special needs.	4
Resources provide objectives, background information, common student errors, hints, advice for lesson implementation and real-world connections, connections with career and/technology and references (e.g. solution manuals, study guides)	4
Suggestions are made for integration of themes and /or interdisciplinary instruction.	4
Integration opportunities suggested and examples given.	4
Teacher resources are available online.	4
Online resources available – Repeat of information in text.	3
Online resources available – Practice skills only.	3
Online resources available – New application materials.	3
Comments: Web site fashion.swlearning.com provides activities and links for each chapter. Teaching strategies for learning styles, intelligences and special needs are found in each chapter.	Total 37

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable